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Recommended Citation

University of Montana--Missoula. Office of University Relations, "Communication films to be highlighted at University of Montana workshop" (1968). *University of Montana News Releases, 1928, 1956-present*. 3561.

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COMMUNICATION FILMS
TO BE HIGHLIGHTED
AT UM WORKSHOP

MISSOULA---

Among the special features of the 1968 Communication Workshop at the University of Montana April 30-May 2 will be a showing of "A Time for Burning," one of the documentary films nominated for a 1968 Academy Award.

Dr. R. Wayne Pace, chairman of the UM Department of Speech Communication and Coordinator of the UM workshop, said the film "illustrates communication problems that plague human interaction and focuses on racial difficulties."

A second major highlight of the campus workshop will be the showing of two films entitled "The Medium is the Message," featuring the international communications expert, Marshall McLuhan.

"McLuhan," said Dr. Pace, "has created excited dialogue about communication in diverse demensions of the country."

John M. Culkin, writing in the Saturday Review magazine, says that "McLuhan is disturbing in both his medium and his message. His ideas challenge the normal way in which people perceive reality."

According to Dr. Pace, McLuhan himself has coined the phrase, "The medium is the message."

Quoting McLuhan further, Dr. Pace said, " 'The individual's modes of cognition and perception are influenced by the culture he is in, the language he speaks, and the media to which he is exposed. Each culture provides its constituents with a custom-made set of goggles.' "

Purpose of the UM Communication Workshop "is to help leaders and members of churches to explore the implications of the content and media of communication in their own lives as they interact with one another," Dr. Pace said.